

GOVERNMENT OF TELANGANA

ABSTRACT

Agriculture & Cooperation Department - Fertilizers – Detailed Operational guidelines on Fertilizers Supplies, Distribution & Monitoring for Kharif 2019 – Orders – Issued.

AGRICULTURE & COOPERATION (AGRI.I) DEPARTMENT

G.O.Rt.No. 260

Dated: 17-07-2019

Read:

From the Commissioner of Agriculture, Hyderabad Lr.No.Fert (1) 204/2019
dt:06.06.2019.

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ORDER:

In the circumstances reported by the Commissioner of Agriculture, Hyderabad, Government after careful examination, hereby approve the following Operational Guidelines on Fertilizer Supplies, Distribution & Monitoring for Kharif 2019, to ensure smooth distribution of fertilizers to the farmers.

SUPPLY PLAN:

1. Month-wise, Product - wise fertilizer supply plan will be communicated to all District Agriculture Officers and manufacturers / suppliers / concerned on the basis of monthly allotments issued by Department of Fertilizers (DoF) Government of India.
2. On receipt of the District monthly supply plan, the District Agriculture Officers should prepare Mandal / Product / Manufacturer wise District supply plan of the Month. This should be based on areas likely to be covered / requirement as per the seasonal conditions but not based on indents or requisitions from individuals / Institutions.
3. The District Agriculture Officers should duly prioritize the needy areas based on the cropped areas / extent and in turn communicate the allotments to the ADAs/MAOs.
4. All MACS shall be treated as retailer.

II. DISTRIBUTION:

1. On receipt of stocks at rake point. Rake in-charge Officer will monitor the distribution as per the allotment issued by District Agriculture Officers with the approval of District Collector.
2. It is the responsibility of the Mandal Agricultural Officer / Officer designated to intimate the farmers of those villages about the availability of fertilizers through tom-tom / electronic media. The District Agriculture Officers shall keep a close watch on the movement of rakes and if there is any delay in rake arrival / supplies, the farmers of concerned villages are to be kept informed and not put to inconvenience.
3. Wide publicity on availability of fertilizers should be given in the local press/electronic media to allay the fears among the farmers and to avert panic buying by the farmers.
4. All the dealers and PACS shall maintain the list of farmers who received fertilizer lage wise in each Mandal PACS shall preferably allot only to its members to avoid duplication of receipts of fertilizers for PACS and dealers.
5. Distribution should be a continuous process as and when the farmers come to purchase. he / she shall get the fertilizer.
 1. Stock boards shall be displayed without fail.
 2. Farmers to farmers should be given based on Soil Health Card recommendations only.
6. TS MARKFED shall maintain buffer stocks of 4.00 LMT viz., 0.30 Lakh MT of DAP; 0.70 Lakh MT of Complexes and 3.00 Lakh MT of Urea to avoid any hardship to the farmers.

7. The DAOs should allot fertilizer stocks (Urea, DAP, Complex) to the TS MARKFED as per the indicated buffer quantities. With respect to DAP & Complexes, it shall be based on the assessed demand / business requirement of Nodal Agency. The buffer stocks of Nodal Agency shall be allotted to DCMS, PACS. IKP groups, Rythu Mithra Groups, Cane Development Associations linked to Sugar factories.
8. District Agriculture Officers to liquidate the old DAP Complex. Urea stocks with TS MARKFED and MARKFED shall replenish the stocks with fresh arrivals from time to time and maintain the buffer as indicated by the Commissioner of Agriculture.
9. Stocks should not be allotted to PACs which are not financially sound / defaulters.
10. The allotment in the peak season to a retail dealer should be limited to 2 trucks only.
11. No stocks should be held by MARKFED in their godowns at the cost of farmers requirement on the ground that PACS are delaying lifting of stocks. PACS outlets may be allowed direct access to procure from the rake point whenever required as per the allotment indicated by the District Collector to overcome delay.
12. The PACS/specified dealer should not give more than the estimated quantity to a single farmer. The PACS should sell the stock to the members as well as non-members of villages attached to that PACS.
13. Wherever there is no PACS / Dealer network, the alternative agency may be identified.
14. In case of products dispatched directly from the manufacturing point(s) by road movement. the in-charge Officials of the company deployed by the concerned manufacturer / company must inform the destination to the District Agriculture Officers of the respective districts about the product /Quantity / time of dispatch and likely arrival at the retail dealer point (with address).
15. If necessary all the Departmental Officials may be pooled and entrusted with supply and distribution plans in problematic areas within the district especially at remote points.
16. District Agriculture Officers should not insist on supply of particular brand / company product. The supply of products shall be as per availability and production undertaken by the manufacturers.
17. Awareness should be created among the farmers on the nutrient content of different brands of a product to discourage preference to a particular brand of a company.

III. MOVEMENT:

1. To prevent inter-state unauthorized/ illegal movement of fertilizers the border District Agriculture Officers must keep constant vigil in liaison with check post authorities.
2. The allotment of subsidized fertilizers as raw materials to NPK Mixing Units / CFG units shall be done by the district, District Agriculture Officers in accordance to the guidelines issued by the Government of India from time to time.
3. Any modification in the allotments given by the District Collector to wholesale / retail dealer shall be with specific permission by the district authority only.

IV MONITORING:

1. A Committee consisting of District Agriculture Officer representatives of fertilizers companies. including lead Manufacturers representative. District Co-operative Officer. D.M.(MARKFED) headed by the Joint Collector shall monitor supply of fertilizers to farmers by various dealers and PACS on regular basis as per need.
2. District Agriculture Officers should keep continuous contact with the manufacturing / supplying companies' representatives at district level, specify the areas for supplying fertilizers in their business areas well in advance and monitor the supply. Any shortfall / problem is to be brought to the notice of Commissioner of Agriculture Telangana.
3. The District Agriculture Officers at the district level should organize fertilizer dealer's meet at district level during the 1st week of every month and coordinate the supplies with the fertilizer companies / suppliers as per supply plan communicated to the district. Any problem observed should be brought to the notice of office of Commissioner of Agriculture.

4. The Rake in-charge Officer, appointed by the DAO concerned, shall liasen with Railway Officials from time to time and intimate the details of date of arrival /quantities to District Agriculture Officer & C&DA's office. Similar information from Manufacturing unit should be passed on to all the concerned.
5. The District Agriculture Officers shall monitor and coordinate the unloading of rakes received in the districts with in the stipulated time of 9 hours.
6. The District Agriculture Officers in whose jurisdiction railway rake points are located should deploy Departmental Officials to monitor arrival at rake point, supplies and dealer-wise dispatches.
7. It is the responsibility of concerned fertilizer importer or supplier to inform the arrivals of import vessels at ports to C&DA from time to time.
8. Monitoring cells at District level must be activated and daily reporting should be continued as per the proforma already communicated.

V. NUTRIENT BASED SUBSIDY:

1. In the wake of "Nutrient Based Subsidy Policy' the per Metric Tonne subsidy of P & K fertilizers has been fixed by Department of Fertilizers, Gol. The details of Product-wise subsidies from time to time are available on the Official website of Department of Fertilizers (DoF).
2. The retail prices of P & K fertilizers will be decided by the Manufacturers/Companies. The Companies shall print clearly on the bags the following details:
 - (a) Maximum Retail price of the product (in Rs.)
 - (b) Applicable subsidy on the fertilizer bags (in Rs.)
3. Any sale of fertilizers above the printed MRP will be punishable as per Act.

VI. REGULATION:

1. Since 2012, the fertilizers licensing is being done through OLMS only. No district JDA should allow issue of licenses through manual process.
2. No linkage of product shall be allowed.
3. Any soft pedaling by ADAs/ District Agriculture Officers in initiating action against erring dealers under FCO/EC ACT will be viewed seriously.
4. Any sale above the printed MRP will be punishable under FCO. The fertilizer inspectors should inspect the retail outlets and ensure that the fertilizers are sold at Maximum retail prices printed on the bags.
5. The District Agriculture Officers should obtain the product wise, Company wise MRPs (indicating the retail price, GST applicable & subsidy applicable separately) fixed and printed on the bags by the manufacturers.
6. Internal squads should be formed as and when required for enforcement of FCO provisions to ensure the printing of prices on every bag, to monitor that on no account shall the fertilizer bags are sold over and above MRP and also to ensure compliance to the provisions of FCO by the dealers.
7. The request for inclusion of new godowns of the fertilizer Companies shall be processed and granted as per the procedures speedily whenever the stocks are moved to new godowns during peak season of Fertilizer movement by the concerned notified authority in their jurisdiction.
8. Action taken report against violators of FCO 1985 provisions should be submitted by 5th of every month without fail.

VII. REPORTING:

- 1. Information on day-wise supplies from the manufacturers should be collected, cross-checked with retailers about actual arrivals and sales to farmers and closing balances (ground stocks) should be reported to the Commissionerate.
- 2. Daily Fertilizer availability report should be submitted in the following proforma by the districts invariably without fail:

SNo	Product	Opening Balances	Receipts (*)	Availability	Sales	Closing Balances
1	2	3	4	5 (3+4)	6	7 (5-6)

The above information should be furnished for the stocks with Private Dealers (retailers & wholesalers dealers), Societies, MARKFED and Company Godowns. (Receipt: Company-wise, product-wise receipts to be furnished.)

VIII. Implementation of DBT-Sale of fertilizers through PoS (Point of Sale) machines

- 1 The Department of Fertilizers have implemented Direct Benefit Transfer in fertilizers with effect from 1st January, 2019 in the State of Telangana where the sale of all fertilizers under Nutrient Based Subsidy Regime Policy is mandated through Point of Sale (POS) machines only. which are installed at Retail Dealers (including Societies) . in the State of Telangana. No dealer is allowed to carry on the fertilizer sales without e-POS device.
- 2. The Licenses of those dealers who are resorting to manual sale shall be cancelled by the respective Notified Authorities and the POS device available with that dealer shall be handed over to another needy dealer in the district.
- 3. Notices to inactive retailers that their licenses will be cancelled if they fail to operate the POS machines shall be given by the authorities concerned.
- 4. Constitute DBT Working group comprising all stake holders and grievance rederssal mechanism at district level and sub-divisional level.
- 5. Aadhar seeding of Soil Health Card to be quickened up as this will enable the farmer to decide the quantity of fertilizers to be used as per the SHC recommendations.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**C. PARTHASARATHI,
APC & PRINCIPAL SECRETARY TO GOVERNMENT**

To
The Commissioner of Agriculture, Hyderabad.
Copy to:
The PS to Minister (Agri & Coop.)
The PS to APC & Principal Secretary, Agri.& Coop. Department.
Sf/Sc

//FORWARDED ::BY ORDER//

SECTION OFFICER